



**USAID**  
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**COLOMBIA**

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# FACT SHEET

## Areas for Municipal-Level Alternative Development (ADAM)

### STRATEGIC PURPOSE

ADAM aims to develop and implement a sustainable, market-driven alternative development program that will promote eradication of coca and poppies where they exist, and as importantly, impede drug cultivation in rural areas that are vulnerable to, but still free of illicit crops. The ADAM strategy is based on the premise that the key to sustainable economic development is the creation of strong, effective linkages among the governmental institutions, markets, and local producers.

### IMPLEMENTING PARTNER AND FINANCIAL SCOPE

In October 2005, USAID awarded ARD, Inc. the five-year, \$190 million contract. It is the U.S. Government's largest alternative development program in Latin America.

### OBJECTIVES

The program includes three components that work together to contribute to the overall goal of ADAM:

- **Alternative Development (AD):** ADAM develops viable, sustainable on-farm and off-farm income alternatives by linking producer groups at the local and regional level to national and international markets, and strengthening, along the way, the links in the production chain that tie growers to buyers.
- **Local Governance (LG):** ADAM implements social infrastructure projects, promotes citizen participation, strengthens municipal management, and addresses local government needs to directly support the alternative development component and ensure the long-term sustainability and colombianization of the program.
- **Internally Displaced Persons (IDPs):** ADAM targets the displaced populations by providing stand-alone social infrastructure sub-projects such as the building or improvement of water and sanitation systems, roads, schools, and health centers.

### GEOGRAPHIC SCOPE

The program works in 71 municipalities across the departments of Cauca, Nariño, Putumayo, Huila, Tolima, Bolivar, Santander, Cesar, Cordoba, Antioquia, Chocó y Valle del Cauca.

### PROGRESS/RESULTS TO DATE

- Implementation is underway with all 71 municipal initiatives.
- Approximately 30,500 families have been assisted and 51,121 hectares are currently supported.
- Currently 972 communities and producer organizations along with 78,552 families have signed 'illicit-free' agreements.
- Year three targets will result in a total of more than 40,500 families assisted, 264,000 hectares of licit crops supported, and 53,000 jobs created.